

## CLAIMS

What is claimed is:

1           1.       A system for providing discretionary viewing control in displaying data,  
2    comprising:  
3           a display for displaying data, the display comprising a plurality of pixels; and  
4           an integrated circuit in connection with said display for processing said data,  
5                 said data including at least first and second portions of data that are  
6    linked together, the first portion including payload data and the second portion including  
7    metadata,  
8                 said payload data providing content to each pixel of the plurality of  
9    pixels at the display independently and said metadata has a value selected from a predefined set  
10   of values and identifies each pixel at the display independently;  
11                 whereby the processable pixels at the display are classified according to a  
12   particular metadata value selected from the predefined set of values.

1           2.       The system claim 1, wherein the integrated circuit comprises a filter for  
2    one of blocking and obscuring the content of each of the plurality of pixels that has a metadata  
3    value that exceeds a discretionary threshold value without preventing the display of the content of  
4    the plurality of pixels that does not have a metadata value that exceeds the discretionary threshold  
5    value.

1                    3.        A method for providing discretionary viewing control in displaying data,  
2    comprising:  
3                    providing a display comprising a plurality of pixels;  
4                    receiving data;  
5                    said received data including at least first and second portions of data that  
6    are linked together, the first portion including payload data and the second portion including  
7    metadata,  
8                    said payload data providing content to each pixel of the plurality of  
9    pixels at the display independently, and said metadata identifying each respective pixel at the  
10   display independently, said identifying comprising classifying each respective pixel according  
11   to a metadata value selected from a predefined set of values;  
12                    supplying said received data to an integrated circuit in connection with the  
13   display; and  
14                    processing the content for each respective pixel based on the identification of  
15   each respective pixel.

1                    4.        The method of claim 3, further comprising one of blocking and obscuring  
2    the content of each of the plurality of pixels that has a metadata value exceeding a discretionary  
3    threshold value, and displaying the content of the remaining plurality of pixels that are not  
4    blocked or obscured.

1           5.     The method of claim 3, wherein the display is a display on a wireless  
2 terminal, and the step of supplying data to the display comprises supplying said data to the display  
3 on the wireless terminal.

1           6.     A method for metering visibility of an advertisement, comprising:  
2           providing a display with a plurality of pixels;  
3           receiving data,  
4                 said received data including at least first and second portions of data that  
5 are linked together, the first portion including payload data and the second portion including  
6 metadata,  
7                 said payload data providing content to each of the plurality of pixels of  
8 the display independently, and said metadata identifying each respective pixel of the display  
9 independently, said identifying comprising classifying each respective pixel according to a  
10 particular metadata value selected from a predefined set of values;  
11           supplying said received data to an integrated circuit in connection with the  
12 display;  
13           processing the content for each respective pixel based on the identification of  
14 each respective pixel; and  
15           periodically metering the number of pixels classified as advertisement by the  
16 metadata.

1           7.     The method of claim 6, wherein the metering step comprises determining  
2     an advertising fee to charge to the advertiser based on the metering of the displayed portion of the  
3     advertisement.

1           8.     The method of claim 7, wherein the advertisement comprises a portion that  
2     is not displayed, and the method further comprises charging the advertising fee based on the  
3     metered number of pixels that display the pixels classified as the advertisement multiplied by the  
4     length of time that the pixels classified as the advertisement are displayed without charging for the  
5     portion of the advertisement that is not displayed.

1           9.     A method for providing an incentive to a player of a game, comprising;  
2             providing a display having a plurality of pixels;  
3             supplying data to an integrated circuit in connection with the display,  
4                 said data including at least first and second portions of data that are  
5     linked together, the first portion including payload data and the second portion including  
6     metadata,  
7                 said payload data providing content to each of the plurality of pixels of  
8     the display independently, and said metadata identifying each respective pixel of the display  
9     independently, said identifying comprising classifying each respective pixel according to a  
10    metadata value selected from a predefined set of values;

11 processing the content for each respective pixel based on the identification of  
12 each pixel;  
13 opening a non-game item in response to a player activation of any of the pixels  
14 specified belonging to a non-game class; and  
15 awarding a reward to the player upon viewing the non-game item.

1 10. The method of claim 9, wherein the non-game item comprises an  
2 advertisement.

1 11. The method of claim 10, wherein the step of awarding the reward  
2 comprises increasing the reward awarded based on the total number of the pixels classified as the  
3 advertisement as identified by the metadata.

1 12. The method of claim 10, wherein the step of awarding the reward  
2 comprises increasing the reward awarded based on the length of time the pixels display the  
3 advertisement as identified by the metadata.

1 13. The method of claim 9, wherein the game is a game played collaboratively  
2 by at least two players on the Internet.

1 14. A data frame to be processed in an integrated circuit and displayed pixel-  
2 wise, comprising:

3                   at least first and second portions of data that are linked together, the first portion  
4   including payload data and the second portion including metadata;  
5                   said payload data providing content to each pixel of a display independently, and  
6   said metadata identifying each pixel of the display independently, said identifying comprising  
7   classifying each pixel according to a metadata value selected from a predefined set of values.

1                   15.   The data frame of claim 14, wherein the content comprises multiple  
2   channels of content.